IN.gov Governance Council Meeting Notes

IN.gov Update

Sept. 22, 2009 at 1 p.m.

In attendance:

Mark Amick (IDEM)	Herb Price (PLA)
Scott Davis (DNR)	Chuck McLean (ICPR)
Jeremy Williams (Tourism)	Rachel Sorvig (LG)
Alvin Wilson (IOT)	Ryan Scott (DWD)
Ted Williams (FSSA)	

Absent

Amber Seidler	Stephanie McFarland
Robert St. John	

Significant Outcomes

- New IN.gov Governance Council Charter approved
- Scott Davis elected vice chair
- Next six months of meeting scheduled
- Promotion Banner approved
- Forms.IN.gov integration into all agency websites approved

Actions

1. Governance Council reviewed and approved proposed charter written by Alvin Wilson. See attached for charter. Modifications were suggested regarding wording of membership. Alvin Wilson will modify. Main goal of Governance Council is to be the decision-making body regarding the IN.gov program.
2. Mark Amick (IDEM) remains chair, Scott Davis (DNR) elected vice chair. Position of scribe will rotate. Alvin Wilson is IOT representative.
3. Meetings schedule for next six months: Oct. 20; Nov. 17; skip December; January 19; Feb. 11; March 23.
4. Alvin Wilson discussed:
   a) App unifications process – New apps will have a landing page and the look and feel of the current Web site design. Session-based applications will have a landing page in case application is down. Existing applications will not be retrofitted unless there are baseline enhancements. Amick asked IOT to clarify criteria for baseline enhancement.
   b) Promotion banners -Council reviewed an approved small IN.gov promotion banners for dot.com and dot.org state sites not in the IN.gov look and feel. These banners help brand state Web sites and provide navigation back to the IN.gov pages. Alvin Wilson mentioned IOT still wanted to tweak and provide opportunity for return to current page and that the governor's office needs to sign off on it.
   c) Council reviewed but tabled the rotating widgets examples. IOT is concerned about overuse of widgets on left and right and developed this as a solution. Council wanted to explore 508 standards and also recommended development of widget guidelines for agencies out of concern that several rotating widgets will be too distracting.
   d) Social networking – IOT is writing a policy which will involve submitting use of social networking to IOT (for security), council, and the governor's communications efficiency

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committee. Concerned was raised by members of the council regarding CEC's involvement with social networking, specifically the expertise of that committee and the lack of explanations and criteria that has been associated with that committees decisions in the past. Council recommended that a CEC member join the governance council to satisfy the governor approval process. More information was also requested regarding the specifics of such requests. For example, can a request cover the entire agency or does each instance of use need to be approved?

Comment [adw1]: What does CEC stand for?

e) Mobile – Wilson reported on launch of mobile IN.gov and how successful some agencies have been in receiving traffic. Phase II implementation of billboards and view full HTML Links has been completed. Wilson recommended agencies explore other pages and applications for the mobile platform and work with usability.net and IOT to develop them.

f) Council reviewed proposals for how forms.in.gov will be integrated into IN.gov pages, online services and state agency Web sites. Agencies will be able to link directly to the forms.in.gov catalog. But project recently re-uploaded catalog, breaking links. Wilson mentioned this will not happen on a routine basis, some data was missed. ICPR will be engaging each agency. Council gave approval to proceed.

g) Calendar – state calendar is going to be replaced by custom development project. White River State Park has developed a calendar, but IOT will be taking it for a base. Wilson is seeking funding for additional enhancements. He did not have prototypes to share. They may be shared at the next meeting.

h) SiteImprove – online service that checks with spelling errors and accessibility issues and site inventory information. Service may be incorporated into main IN.gov program. Wilson continues to investigate how to pay for service, either per page or seat license. Seeking governor office support.

5. Rep agencies shared the following:
   a) Amick (IDEM) – testing phase print-on-demand feature. Complete self-ordering system for printed materials.
   b) Price (PLA) – using GovDelivery for licenses and newsletters, saving money.
   c) Williams (Tourism) much success in subscribe newsletters e-mail lists. Redesign new e-mails. Open rate and click through rate increased. Switching Industry e-mail to gov-delivery. Increased traffic.
   d) IOT working on new contract with ExactTarget. Sends will be increased because Lottery wants to be a part of the program. State may be going as bulk rate instead of pay as you go. State would pre-buy some e-mail sends; late would be lowered for agencies.

Comment [adw2]: Didn't understand this?